

PRESS RELEASE
July 3, 2024

Hedin Mobility Group expands INEOS Grenadier business into Estonia

MÖLNDAL, 3 July, 2024 – Hedin Adventure Car, a part of Hedin Mobility Group, is excited to announce the expansion of its INEOS Grenadier business into Estonia, partnering with the well-regarded company, Info-Auto.

This strategic collaboration marks a significant milestone as Hedin Adventure Car broadens its reach into the European market and serves as starting point for future expansion into the Baltic region. The INEOS Grenadier Station Wagon will be available for purchase at Info-Auto's showroom in Tallinn, which will also serve as the dedicated service center for the vehicles.

"We are thrilled to offer the INEOS Grenadier to the Estonian market and are confident that our partnership with Info-Auto will ensure our customers receive exceptional service and support. Info-Auto's established reputation and extensive experience with premium automotive brands make them the perfect partner for this venture." - says Adam Hamilton, Head of Hedin Adventure Car.

"We are delighted to welcome the INEOS Grenadier to our portfolio and look forward to introducing this exceptional vehicle to our customers. This collaboration with Hedin Adventure Car represents a significant opportunity for both companies. We are very much looking forward to welcoming new customers to our showrooms and building a close, productive relationship with Hedin Adventure Car." – says Kaupo Katkosilt, CEO Info-Auto.

Info-Auto, a prominent player in the Estonian automotive industry, is already an authorized representative for Volvo Cars, Ford, and Ford F-150. The company operates three showrooms across Estonia, located in Tallinn, Tartu and Pärnu. The INEOS Grenadier will be exclusively available at their Tallinn showroom, ensuring specialized attention and service.

This expansion not only signifies Hedin Adventure Car's commitment to growth but also underscores the increasing demand for rugged, reliable vehicles like the INEOS Grenadier in new markets.

About Hedin Adventure Car

Hedin Adventure Car operates in seven countries: Sweden, Norway, Finland, Switzerland, Belgium, Luxembourg, and the Netherlands and is the leading distributor of the INEOS Grenadier in Europe, with its headquarters located in Mölndal, Sweden.

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About Info-Auto

Founded in 1993, AS Info-Auto has built a solid reputation as an authorized representative for Volvo Car Corporation and Ford Motor Company in Estonia. The company focuses on the sale of passenger cars, commercial vehicles, and related spare parts and accessories. Additionally, Info-Auto provides comprehensive vehicle maintenance and repair services. With branches in Tallinn, Tartu and Pärnu, Info-Auto employs over 150 dedicated professionals committed to delivering top-tier automotive solutions.

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with more than 12,500 employees and operations in 14 countries. In 2023, net sales amounted to SEK 81.7 billion and the Group sold more than 218,000 vehicles.

Our operations consist of three main business areas:

- In **Distribution**, we are a significant importer/distributor of vehicles, spare parts, tires, rims and wheels as well as accessories on the European market. We are importer and/or distributor for BYD, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, MG as well as Renault, Dacia and Alpine. Within spare parts we are, among other things, an authorised partner for GM and Mopar in Europe as well as the exclusive global supplier of Saab Original parts.
- In **Retail**, we represent more than 40 brands and provide a comprehensive offer – sales, financing, insurance, and aftermarket services – comprising new and used passenger cars, commercial vehicles, and trucks to both private and corporate customers. Sales take place both online and via a European dealer network comprising more than 330 own dealerships with a total of over 800 sales points under the names Hedin Automotive and Carstore.
- In **Mobility solutions**, we address new user needs and sales models in the automotive industry by providing and developing innovative services. Through Carplus, Unifleet, MABI Mobility and Hedin Supercharge, users are offered various flexible and modern mobility solutions.

Hedin Mobility Group's operations also include Hedin IT, which provides the Group with high-end operations, support and digital development, as well as strategic investments in Mercedes-Benz Financial Services Slovakia, Lasingoo Sverige and Casi (formerly Imove).

Read more on www.hedinmobilitygroup.com

Part of Hedin Group

Hedin Mobility Group is part of the Hedin Group together with the Hedin Construction group and I.A. Hedin Fastighet AB. Hedin Group is also a partner in Consensus Asset Management and Ripam Invest AB, which owns Marstrands Kurhotell, Kurbadhus and Societetshus.

www.hedingroup.com

Image Attachments

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Attachments

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